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RFD LETTER

To
Radio Farm Directors

From
Radio and Television Service

Office of Information - U.S. Department of Agriculture

April 1, 1960
Letter No. 918

Dear Farm Broadcaster:

The big White House Conference on Children and Youth has held the center of attention here this week. The sessions on Rural Youth have put considerable emphasis on ways and means of improving public health, education, job opportunities, as well as on spiritual influences and better adult guidance, and other environmental factors. When the best grain is sifted out by the analysts, we hope to have more about it for you.

U.S. POULTRY EXPORTS BREAKTHROUGH IN EUROPE

Last night Secretary Benson told poultrymen over in Camden, Delaware that poultry exports to Switzerland and Germany have achieved a "real marketing breakthrough". In a talk to the State Grange and Delaware Poultry Improvement Association, the Secretary said that since 1955 U.S. commercial shipments of poultry have jumped from virtually nothing to over 20 million pounds to Switzerland and 50 million pounds to Germany.

In discussing the importance to farmers of agricultural exports in general, he predicted our agricultural exports this fiscal year will have a money value of about \$4.5 billion, which would be the second highest in the history of the country. In physical volume he declared our exports will amount to the highest ever.

BASIC DISCOVERY IN PLANT DISEASE RESISTANCE

Some plants inherit resistance to certain diseases. Plant breeders don't yet know why. But, in nearly all their development of new crop varieties, they aim to breed such potential health protection into their plants. Now scientists of USDA, Penn. State, and North Dakota report they've found for the first time a type of protein in a particular race of flax rust, which is also found only in flax plants that are susceptible to that same race of rust.

Their tests show a clear relationship between susceptibility to a particular fungus race and the presence in the plant of the same protein that characterized the race. They consider this discovery basic. They think it may prove a big help to plant breeders trying to locate disease-resistant plant material.

CROP BOARD REPORTS BETTER PRICES: From mid-February to mid-March the prices farmers receive climbed 7 points (or 3 per cent)...while prices paid, interest, taxes, and wage rates were up only 1 point. This was due to slight increases in family living, expenses, and costs of farm production goods. The parity ratio advanced 2 per cent to 80 in mid-March--2 per cent lower than this time a year ago.

MARKET SURVEY OF LATIN AMERICA

Seven State Ext. representatives and two USDA officials will leave April 21 to survey U.S. agricultural markets in Latin America. After studying trade developments and ag. market needs in Mexico, Colombia, Peru, Chile, Argentina, Brazil, and Venezuela, the team will return May 26 and report to the Adm'r of FAS and at a National Ext..Workshop. Their report will form the basis for an expanded program on foreign trade and policies before farm and city groups. It is designed to improve understanding of market programs and problems

BREEDERS ANNOUNCE NEW PLANT VARIETIES

USDA and state plant breeders have announced a new early maturing bush-type pea bean and a new Russian wildrye that is a good seed producer. Seven western state experiment stations were in with the USDA on the wildrye named Vinall. It may increase the use of Russian wildrye as a pasture grass. The new bean was developed by the Michigan station and is called Seaway. No seed available to seed growers until 1961 and 1962.

SOUTHWEST JOINS NATIONAL MEET AT FRESNO

NATFRD's Pacific Southwest region will combine its annual meeting with the National summer meeting to be held at Fresno, June 23-25, with a business session on the afternoon of the 25th. So writes regional VP, Jim Todd, of KFI, Los Angeles.

SOYBEAN PEST CAUSES FURTHER REGULATION

Effective yesterday, the Department added a 20-acre farm in Pulaski County, Illinois, to the area regulated because of the soybean cyst nematode, damaging threat to the soybean crop. That pest stunts and yellows soybean plants. The same day minor additions were also made to regulated areas in Arkansas, Ky., Mo., N.C., and Va. The pest was discovered in Ill. last fall.

REGIONAL CLANS MEETING IN APRIL

Hugh Ferguson, WCAU, Philadelphia, says he expects a good turnout for the NE regional NATFRD meet there April 23, 24, and 25. Some of the sessions will be in tandem with the NE regional meet of the American Association of Agricultural College Editors. The meeting will be at the Ben Franklin Hotel.

Earl Sargent, KWFT, Wichita Falls, announced a full program for the West-South Central regional meet in Hot Springs, Arkansas, April 22, 23, 24. It'll be at the Arlington Hotel. Send your reservation letter or a copy to Marvin Vines, farm director, KTHS, Little Rock. Marvin says activities will get under way Friday night and run through until 10:30 a.m. Sunday. This is a joint meeting of two now-combined regions. Earl Sargent and John McDonald, WSM, Nashville, are the two respective vice-presidents.

CIGARETTE OUTPUT RISES TO NEW HIGH

AMS's Tobacco Situation Board reported yesterday that it expects cigarette output to reach a new high this year. It also says further increase seems likely in use of cigars and cigarillos, but at a slower rate of gain than last year. Indicated acreages of tobacco crops in '60 are little above those of '59. If acre-yields are about average, 1960 production of most kinds of tobacco are likely to be fairly near '59.

FALL-OUT FEATURES SAFETY CLINIC

Marty Roberts, WDC, Decatur, Ill., reports that, after three re-schedulings because of snow storms, their third annual Farm Safety Clinic last week proved highly successful. Marty says the First Aid talk by a local Red Cross representative, with a film on mouth-to-mouth breathing, went well. But the Civil Defense man, with films and talks on fall-out shelters, compelled most interest. Not only did folks go home better informed on safety, but the radio station garnered much publicity and goodwill from the community.

RESEARCHERS TEST NEW MELON-FLY LURE

USDA has a new synthetic lure that attracts young and old male melon-flies. Now Department researchers in Hawaii are combining the new lure with suitable poisons to find a way to limit drastically propagation of the melon-fly species. This is one of those "steps in time" which can block a lot of trouble later. So far, these pests have not invaded continental U.S., but they are rated among the most destructive in various other parts of the world.

PLAN TIMBER FOR NEW RURAL AMERICA

Under Secretary ~~True~~ D. Morse, RDP chairman, sees an upswing ahead in the population of many farm communities. He predicts tremendous new opportunities will open up in the next 20 years. Speaking before the Forestry Demonstration sponsored by the Seaboard Air Line R.R. and 14 co-operating private, state, and federal agencies at Shelby, N.C. yesterday, he urged that the time to plan for such developments is here -- NOW!

Secretary Morse emphasized that forests will play an increasingly important role in the new rural America that is emerging. He pointed out that our wood crop occupies more land on farms than any other crop. Small woodlands add up to big business. They are basic to the progress of practically all parts of the U.S. most in need of more income.

In the course of his remarks, the RDP chairman reported that the Deputy Adm'r of the U.S. Ext. Service was in Canada yesterday discussing with Ottawa officials the RD Program now going forward in 30 of our states. Canada is considering similar work for low income areas in that country.

CANADA NATRFD TOURS TOBACCO AUCTIONS

George Atkins, CBC, Toronto, and VP of the Canadian Regional of NATRFD says the last time they got together they toured Ontario's tobacco-producing areas. They visited the Gov't Exp. Station, the Ontario Flue-Cured Tobacco Growers auction market, and the plant of the Imperial Leaf Tobacco Company, one of the big buyers.

George says with their limited NATRFD membership it is hard to arrange special meetings, so they meet two or three times a year with the Eastern Canada Farm Writers' Association

MORE SHORTENING THAN EVER BEFORE

Shortening production in the U.S. set a new record of 2,250 million pounds this past year. Of all the fats and oils used in making shortening, soybean oil made 50 per cent, lard 22 per cent, cottonseed oil 14 per cent, and edible beef fats 11 per cent. Use of all increased, but lard most. Use of lard continues heavier in country than in town.

FARM PROGRAMS SPRINGING INTO NETS

From Bakersfield, Cal: "Four Outstanding Young Farmers"; From Purdue University, National Institute of Animal Agriculture"; and from Portland, Oregon; "Snow-Water Forecast"; All in the "National Farm and Home Hour" Sat. April 9 over coast-to-coast network of NBC.

From the Smithsonian Institute, Washington, D.C., "The New Smithsonian Exhibit of Old Farm Equipment" by curator of farm machinery Ed Kendall, in the "Agriculture U.S.A." program over another country-covering tape network; During the weekend of April 9.

From National Forest tests in the West: "Control of Water-Run-Off by Control of Snow-Melt from Airplanes" by the U.S. Forest Service on the "American Farmer", Sat., April 9, over the ABC net.

From Where and What "Claude Mahoney's Farm Report" is cooking up for you, you'll have to tune in to MBS as usual at 6:35 to 6:45 EST.

USDA FLASHES ON THE TV HORIZON

Video News Bulletin will show a 30 second one-pix story on Janet Long of Milford, Michigan - the new "Miss Young America in 4-H".

USDA's three-min. 11 still pix TV farm package will show, from beginning to end, the packing of jams and jellies under the Department's continuous inspection.

THESE TOPICS JUST READY FOR YOUR TAPE

"Farm Outlook Highlights" (No. 12Q30) - Jack Towers, R&TV, combines AMS Situation reports on cotton, fats and oils, tobacco, and general demand and price picture
TIME: 1:38

"A Breakthrough in Understanding of Plant Disease Resistance" - with Vince Marcley, ARS, commenting on the new discovery based on rust attack on flax (No. 13Q30)
TIME: 1:46

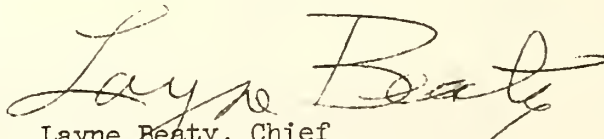
"Feed Grain Exports Up...With Strong Future" - Clyde Keaton, FAS, tells George Loesing, R&TV, that feed grain exports are running 10 per cent above last year, with prospects good they'll keep increasing. (No. 14Q30)
TIME: 3:12

"New Test Method Helps Brucellosis Fight" - Dr. Carroll Mingle, head of the brucellosis campaign for USDA, points out to Vince Marcley at Beltsville the big advantage of the 'cull and dry cow' testing program and reports on the process of the campaign (No. 2A30)
TIME: 3:48

NATIONAL HOME DEMONSTRATION WEEK MAY 1 - 7

This is the 15th. The Fact Sheet we are sending you with this letter tells who the Home Demonstration Agents are and what they do. Also the aims of the week; how it will be observed; the emphasis on the celebration this year; and above all where you can get more information about it.

Sincerely,


Layne Beaty, Chief
Radio and Television Service

P.S. Glad to note that Gary Neilan, Assoc. Farm Service Director at WDAF, Kansas City, is back in harness after several weeks' illness.

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RFD LETTER

To

Radio Farm Directors

From

Radio and Television Service

Office of Information - U. S. Department of Agriculture

U. S. DEPT. OF AGRICULTURE

APR 27 1961

CURRENT SERIAL RECORDS

April 8, 1960
Letter No. 919

Dear Farm Broadcaster:

Yesterday our Department of Agriculture scientists warned that apple pomace which contains DDT or the residues of some other pesticides is not safe as a feed for dairy cattle and may not be safe for feeding to meat animals. The researchers found that some pesticides used on apples may leave concentrated residues in the pomace, and that these residues can get into the milk when the pomace is fed to dairy cattle. It could even get into the fat of meat animals when they're fed the pomace over a long period of time. So, they recommend that farmers avoid using pomace as a feed unless it's been analyzed and found free from harmful residue.

EARTHQUAKE SITE BECOMES SPECIAL AREA

The Department's Forest Service announced this week that a part of the Madison River Canyon in Montana will be set aside as a special area for sight-seers and geology students. This is the area which was damaged by an earthquake last year. The site will be particularly interesting because of the faults and the new natural lake which was caused by an entire mountain sliding into the river. The Forest Service plans to build and improve roads and trails so that visitors can reach most of the points of interest. In addition, camping sites will be built and an information center will be set up.

SAME OLD STORY--WITH A NEW TWIST

USDA scientists are now trying to use the female gypsy moth to bring about racial suicide before they do any more damage to trees in the New England area. Seems the research folks have found that the body of the female moth contains a substance which attracts the male, and they've isolated one drop of this substance from the bodies of half-a-million female moths. They're running a chemical analysis on it hoping they'll find it can be reproduced easily and cheaply. If so, they'll have a new way of luring the male moths into traps and keeping a close check on the moth populations in control areas.

FOREIGN RESEARCH GRANTS

This week the Department announced three new grants under the Foreign Research Program. The grants go to institutions in Italy and Turkey and will be used for research on linseed oil, soybean oil, and native plants of Turkey which might be used in this country.

SPACE FOOD--BEEF-FLAVORED ALGAE

Scientists of ARS have taken what may be a big step toward a practical food for future spacemen. They've isolated the compounds that carry the flavor and aroma of meat. The compounds are thick sticky liquids, and the scientists are only able to get one or two drops of them from three or four pounds of meat. The research also showed that the flavor compound from the lean portions provides the "meaty" flavor while the flavor in fat lets us distinguish between beef and pork. However, the scientists say that, when heated, the flavor compound from beef fat smells like apples and the compound from pork smells like cheese. The space angle comes in because researchers have been looking into the possibilities of using algae as a source of food and oxygen for space travel. The main problem is that this dried seaweed tastes something like hay. Our scientists figure that a small shot of beef or pork flavor might make the algae more palatable for our astronauts. A more practical application for the near future might be the use of the compounds to add more flavor to canned meats, concentrates, and even "C" rations.

CANADIANS STUDY RDP

Two USDA officials have just returned from Canada where they've been explaining our Rural Development Program at the invitation of a committee of the Canadian Senate, which is looking into possibilities for a similar program in that nation. One of our men, Paul Kepner, Deputy Administrator of the Federal Ext. Service, told the Canadians that local committees are the key to success of such a program.....let local people analyze their own problems and determine ways to solve them. One of our biggest gains so far, according to Kepner, is that local people in many areas have more ways to improve their own welfare.

CONVENTION PLANS UNCONVENTIONAL

NATFRD Prexy Wally Erickson reports that conventioners attending the summer meeting in Fresno, Calif., June 23, 24, 25, will have a chance for a "thorough look at agriculture in California's rich Central Valley". Jim Miller and Fred Milnes, both of KFRE, are in charge of arrangements and they've planned tours of crop areas, research stations and agricultural industries. Activities for families include trips to park areas in the Sierra Nevadas.

MUCH OF SURPLUS GOES TO NEEDY

The folks in our Agricultural Marketing Service have been adding up the amounts of food provided by the Direct Distribution Program during the past 7½ years and they've arrived at a grand total of nearly 13.8 billion pounds. This includes food distributed to needy persons and institutions within this country as well as that donated to people in other countries. The total value of this food comes to just over 7.2 billion dollars. A good example of the way this program works is the distribution of food to flood victims during the past few days. The foods are offered for overseas distribution only after all needs in this country have been filled.

HIGH MOISTURE AFFECTS GRAIN PRICES

The folks in our Agricultural Marketing Service say that the high moisture of stored grain is one factor causing the lower feed grain prices we've had for the past few months. Farmers are being forced to feed or sell their wet grain before it spoils, and this is helping hold the entire feed grain market.

S.E. NATRFD MEET WELL ATTENDED

We had the pleasure of joining that on-the-ball group of fellows from the NATRFD Southeast Region in their annual meeting at Danville, Va., last weekend. The staff of WDVA turned out in force to help Frank Raymond with the job of playing host. One highlight was a panel discussion on "Getting and Keeping Sponsors", and the panel was made up of three sponsor representatives and the Sales Manager of WDVA. Other interesting points were a program clinic and a home-cooked meal at the Grange Hall at nearby Ringgold. Among those attending were Glen Howell, WSLS, Roanoke, Va.; Earl Hostetler, WPTF, Raleigh, N.C.; Freeman Stewart and Jody Rainwater, WSVS, Crewe, Va.; Homer Quann, WSWA, Harrisonburg, Va.; Harvey Dinkins, WSJS, Winston-Salem, N.C.; Claude Mahoney, MBS, Washington; and George Roesner, KPRC, Houston, Tex., Nat'l Veep. Assoc. members Louis Wilson and Roy Battles of Washington were on hand with the latter as principal dinner speaker.

MIXED COTTON BALES PRESENT PROBLEM

Researchers of the USDA's Agricultural Marketing Service are now looking for ways to reduce the mixing of different qualities of cotton within bales--a problem that can cost farmers as much as $2\frac{1}{2}$ million dollars a year. The AMS folks have found that a lot of the cotton is mixed before it reaches the gin, but some mixing occurs when ginner combine cotton from two farms. They recommend that farmers try to avoid mixing different qualities as much as possible and that ginner avoid using cotton from more than one load within a bale. They say that a little more attention to these two points could mean a big reduction in the losses caused by this problem.

COMMITTEE ADVISES MORE FOOD & NUTRITION RESEARCH

The Department's Agricultural Research Policy Committee met here a few days ago and recommended more research on food and nutrition. Committee members stressed the need for learning more about nutrients, food quality, consumption habits, etc. In addition they said more research is needed on agricultural chemicals and residues, replacement crops, utilization of farm products, and livestock and plant breeding.

"COLONEL" HERNDON RETIRES

If you've visited this office any time in the past 33 years, you've probably met "Colonel" C. A. Herndon. The "Colonel" nickname is in deference to his native Kentucky. He started with the USDA Radio Service in 1927 and through the years he was script writer, for many years wrote the now-suspended "Farm Flashes", and for the past five has been the main writer on this Letter. At one time he had the title of "Assistant Chief". He'll be 70 in a few weeks and chose last Thursday to retire, but says he'll be back around occasionally to keep us on the track.

TONKIN OFFERS COVERAGE ON 4-H CONFERENCE

We're preparing for the annual "invasion" of 4-H'ers during the National 4-H Club Conference starting here on April 23. Delegations to the meeting will include four members and one or two leaders from each state. Joe Tonkin of the Federal Extension Service will fill requests for taped features direct from the conference. Send us a blank tape and say what kind of story you'd like.

OF MIKES AND MEN

Jack Jackson broke the news this week that he'll resign as pub. rel. dir for the Nat'l Grange here May 1 to become exec. dir of Agri. Hall of Fame at Bonner Springs, Kan., 12 miles west of Kansas City. Two RFD's, Bob Miller of WLW, Cincinnati, and Herb Plambeck, WHO, Des Moines, are on the bd. of governors. Jack is past pres of NATRFD, while at KCMO, Kansas City.....Paul Vogel of WEW, St. Louis, reports he's getting a lot of entries in his contest for picking the highest hog price paid during April and the day the price will be paid. He's received cards from as far away as Northeast Oklahoma.....Dave Bateman, Assoc. Ag. Editor at North Dakota Ag. College writes that he just escaped from the hospital. Seems he tried to skate on a small piece of ice (not in a glass) and ended up with a broken leg.

YOUTH & POULTRY ON TV PACKAGES

The newest Video News Bulletin is a one picture report on rural angles of the recent White House Conference on Children & Youth.

The next Farm Package also has only one picture, and it'll interest anyone who's puzzled when shopping for poultry. It tells how to get the USDA Bulletin on "Buying Poultry by USDA Grades".

CAUGHT IN THE NETS NEXT WEEK

A nationwide roundup on "Changing Attitudes Among Farmers" will be aired along with a report from the annual Poultry & Egg Board meeting on the "National Farm and Home Hour", Sat., April 16, over NBC

"New Testing Method for Brucellosis" will be the main feature on "Agriculture USA" over a coast-to-coast tape network on the weekend of April 16.

"4-H's View of the First World Agricultural Fair" will be the feature story on the "American Farmer" over ABC Network on Sat. April 16.

And, of course, "Claude Mahoney's Farm Report" on MBS, 6:35 to 6:45 EST.

FRESH ONES IN OUR TAPE LIBRARY

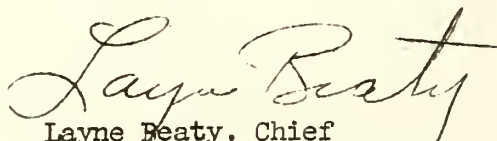
"Better Lawns--A Bulletin Offer" (No. 1A40) Layne Beaty describes our popular lawn bulletin and offers it free to listeners. TIME: 1:42

"Algaeburgers for Spacemen" (No. 1Q40) Vince Marcley, ARS, tells about "flavor compounds" that have been isolated from meat and which might be used to give meat flavor to algae for spacemen to eat. TIME: 1:56

"Food for Those Who Need It" (No. 2A40) Jim Hutchins, AMS, tells what the Direct Distribution Program has accomplished in getting surplus food to needy people here and abroad. TIME: 2:16

"New Ideas on Corn Planting" (No. 2Q40) Vince Marcley talks with Louis Liljedahl, ag engineer, about the advantages and disadvantages of "one operation corn planting", including fertilizing and weed killing. TIME: 4:00

Sincerely,


Layne Beaty, Chief
Radio and Television Service

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R112

RFD LETTER

To

Radio Farm Directors

From

Radio and Television Service

Office of Information - U. S. Department of Agriculture

April 15, 1960
Letter No. 920

Dear Farm Broadcaster:

Spring hit Washington this week with a blast sufficient to bring out the cherry blossoms, only one week late for the annual celebration. Department economists say milk cows are grateful, beef cows are more, small biz is getting a helping hand and more cotton is going to be raised this year. Meanwhile we prepare for the annual H-H Conference here beginning April 23, a couple of months earlier than usual.

MORE GIVE--MORE TAKE

Lucky cows----On April 1 they were being fed grain and concentrates at the rate of 7.89 pounds a day--more than ever before....and were they thankful? Well, they gave 7% more milk in March than the average for March 1949-58. Maybe the extra feeding was necessary because the conditions of dairy pastures on April Fools Day was only 70% of normal--no fooling.

BEEF CATTLE NUMBERS BEEFED UP

Beef cattle numbers jumped nearly 5 million on farms last year, a large part of the increased cattle numbers, which topped 100 million for the first time. Numbers increased in all but five states and numbers of grass cattle marketings can be expected to be larger. Pastures are in good to excellent condition over much of the country.

SMALL BIZ BOOST

Small business concerns are bidding on about 25,000 duct assemblies and the same number of fan and motor assemblies for aerating CCC held grain. Concerns under Section 15 of the Small Business Act can bid up to a May 20 deadline. More info from the Commodity Stabilization Service, USDA, Washington 25, D. C. on announcements GR-388, GR-389, or GR-390

UPLAND COTTON SIGNUP UP

A whopping 17,527,880 acres signup for Choice (B) farm allotments for 1960 is over a million acres above the national acreage originally available for allotment in 1960. Under the Choice (B) program, each upland cotton farm allotment for 1960 is increased 40% over the allotment available under the Choice (A) program.

BIG FORESTRY DOIN'S

We're enclosing a leaflet which gives you the scoop on the big World Forestry Congress set for Seattle, Aug 29-Sept 5. Clint Davis, Dir of info for the Forest Service filled us in this week on some of the details. This will be the first such Congress ever held in the U. S. and over 2000 forestry experts from 50 countries are expected to gather at the University of Washington campus. Before and after the Congress many will take one or more of the seven side tours being arranged by the Forest Service and some may be in your area. Tours include one in the NE states, Ark-La, Minn-Wis, Ariz, Utah-Idaho, Yellowstone-Montana-Spokane, Calif-Ore-Wash, and Alaska, with one also in British Columbia. We have a few copies of the Tour Schedules and the info bulletin about the Congress if you want one.

WTIC PROTECTS THE NE

Word from Frank Atwood's Hartford outlet tells of forest fire weather warnings broadcast six times daily along with regular weather forecasts, including fire danger class and meter readings prepared by a local forestry expert. Great help to fire wardens during the hazardous Spring season. Congrats, Frank, on being a wet blanket.

HOWELL GOING GREAT GUNS IN ROANOKE

Week before last at the SE Regional meet in Danville, Va., Glenn Howell, WSLS and WSLS-TV, handed out well-prepared fact sheets about his farm programs. Reports his Farm and Home Show has been honored again with a first-place award from the Associated Press. Also says half of the farms in his coverage area have TV sets. Good work, Glenn.

"CHANGING INDIA" BY WIGGINS

An up-to-the-minute insight into present conditions in India is available in a series of five articles recently published in the Washington Post, written by J. R. Wiggins, Executive Editor, after he returned from an extensive tour of India where he found crowded living conditions equal to what we would have if one billion souls were American citizens! Also the "quintology" tells some of the affects of P. L. 480 and other American activities. If you'd like a reprint copy, write us.

WHAT WILL THE HARVEST BE?

Corn acreage up slightly--wheat overall about the same but durum up a third and spring wheat almost a record low--oats a record low, 5% below last year--soybeans up 6% nearly a record high--soybeans on much less acreage than a few years ago due to the high hybrid yields--hay about the same but way below average.

Fewer sows in the ten corn belt states with four percent less farrowings this summer and thirteen percent less during the Dec-ily period next--early lamb crop is up two per cent and turkeys marketed will increase if farmers follow their intentions as surveyed for the Ag Situation Report.

CHICAGO STATIONS LIST PUBLIC SERVICE

Louis Hausman, new Dir of the NAB's TV Info, reports the four Chicago TV stations have taken a monthly public service bulletin by the horns listing outstanding info, educ, and arts prog and now sending to 11,000 opinion leaders. In a joint statement the station execs say "We cannot overlook the fact that by far most of the people who invest in a TV set do so primarily to be entertained. At the same time, however, as the listings in this bulletin so eloquently testify, we do make a most substantial contribution of time, effort, and talent to programming designed to enlighten, to inform, and to inspire."

BENSON ON ARMED FORCES DAY MAY 21

"Like the uniformed guardian of our flag, our shores, and our integrity in this world, the American farmer is also a Power for Peace. Our farmers are steadily demonstrating to the world that they have the productive capacity and ability to produce the food and fibre that will keep America healthy and strong and, at the same time, help feed and clothe the other peoples of the world."--

AGRICULTURAL CENSUS

Individual County census reports will begin rolling off the assembly line within a few weeks. Contracts for printing are being let this week. We will have more details for you next week.

GATHERING AROUND LINCOLN

Bruce Davis, KTAB, Omaha, reports 22 attended the West North Central Regional meeting of NATFRD at the University of Nebraska in Lincoln, April 8. Featured was a one-day taping and interviewing session with college experts on minimum tillage, disease-free swine research, and another look at a radio-controlled tractor which Bruce says does everything except spit. We know some tobacco people who might remedy this.

DO YOUR HOGS HAVE TGE?

Transmissible gastroenteritis is rampant in NW Missouri according to word from Gary Neilan, Assoc RFD WDAF, K. C. Mo.

FOXY AL GETS SAT. JOB

In addition to daily farm radio programs, Al Fox, WBBH, WBBH-TV, Buffalo, N. Y. says that after 6 years of plugging he now has a Farm TV show at 12:30 PM Saturdays, including a rural church singing group with a hymn of the week. All together now, "Al-lelujah, Thine The Glory---"

MORE SMALL BIZ

To help with a major objective of the Rural Development Program "to expand industry in these areas and widen the range of off-farm job opportunities the Small Business Administration approved 28 more loans this week totaling \$1,410,500, bringing to over \$80 million in loans to date. These loans help farm families get land, tools, and skills to establish new rural industries.

OF MICE AND MEN.

George Stephens, KCMO, K. C. MO., WAS HONORED RECENTLY AS "Man of the Year", by the Kansas City Livestock Club for outstanding meritorious services to the Kansas City Livestock industry--Congrats George!...Latest mural decoration for our cubicle comes from Norm Kraeft, WGN, Chicago, snapped as he and Sec'y Denson confronted TV cameras during recent videotaping of half-hour interview for radio and the pix tube. Hank Wilkinson, NC State, is experimenting with music backgrounds on tapes he sends to stations. Hood or foot patten', Hank?

ON TV THIS WEEK

Spring is here--and for wool growers--that means shearing time again. "Preparing Wool For Increased Profits" is a TV Farm Package feature with 18 still pix showing how wool growers can increase their profits by carefully preparing their wool for market. This package is the kind that can be kept and used again next year, at shearing time. Research Roundup going out this week includes the usual four stories: 1. Clearing Irrigation Canals of objectionable weeds with chemicals; 2. New Instant Sweet Potatoes; 3, Sterilization Diet For Flies; 4. Shave and Haircut--Calf size

CATCH ON THE NETS NEXT WEEK

ABC AMERICAN FARMER: "Agriculture in Science Fairs". A visit to a high school science fair exhibit in the Department's Patio

NBC NATIONAL FARM AND HOME HOUR: A report from the "Indiana Cattle Feeders Day"

MBS "Claude Mahoney's Farm News" - see local listings

AGRICULTURE USA: (Tape) "Controlling Snow Melt". Several new angles on regulating the supply of irrigation water in the West.

FRESH ONES FROM THE TAPE LIBRARY:

"Conservation Reserve-Research Shows Effectiveness"--Dr. Raymond Christensen, ARS economist comments on preliminary results of survey. No. (3040)

TIME 2:08

"Chemicals to Clear Irrigation Canals"--Vince Marley, ARS Info information staff, tells about the work on weed-killing chemicals to clear irrigation canals. No. (4040)

TIME 1:14

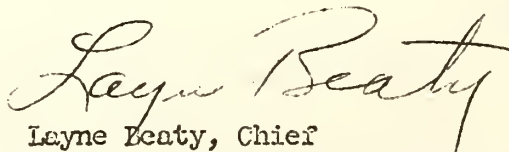
"Fast Cooling To Preserve Grain Quality"--Pete Heay of ARS info tells of the potential of quick cooling grain. No. (5040)

TIME 1:06

"Controlling The Snowmelt In The Mountains"--Layne Beaty talks with Clark Holscher, of the Forest Service, about experiments to speed and retard snow-melt. No. (6040)

TIME 4:00

Sincerely,



Layne Beaty, Chief
Radio and Television Service

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U. S. DEPT. OF AGRICULTURE
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CURRENT SERVICE RECORDS



RFD LETTER

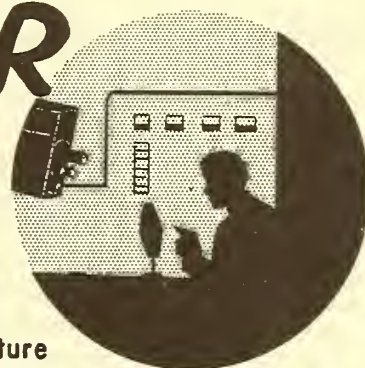
To

Radio Farm Directors

From

Radio and Television Service

Office of Information - U. S. Department of Agriculture



April 22, 1960

Letter No. 921

Dear Farm Broadcasters:

Today was La Belle France day in the Nation's Capital with President DeGaulle arriving around noon for several days visit. He will see a pretty Springtime in Washington. The cherry blossoms have faded but the magnolias, forsythias, and other flowering shrubs are at their peak. No spring fever at the Census Bureau as they prepare to blast off with the first farm census reports. A new service starts in Omaha today, an older service spreads outside our borders and an American fixture is reported upon. Details below--

CENSUS REPORTS ROLLING

Three N. Dak. county, four-page, agricultural census reports are out, the first of the 3,000-plus county reports due in the next few months. Next week 20 county reports will be released. By July, 75 a week and by August, 150 a week will be available. As preliminary State totals become available, they can be purchased for 10 cents each, the same price as the county reports. Send the dime to Bureau of Census, Washington 25, D. C.

OMAHA PREMIERE TODAY

At 10 this morning a new USDA service got off the ground on the banks of the broad Missouri. It's a new market report summarizing carlot meat sales in the Midwest. Closing prices, weekly price trends, supply, demand, and clearance will be given for various grades and weights of beef, lamb and pork, and will include about 25% of total U. S. meat production under federal inspection. A number of RFD's and TFD's already plan to use the new report.

SMOKEY BEAR EVERYWHERE

Radio and TV broadcasters donated almost \$13-million worth of public service time for Smokey Bear radio and TV spots last year, according to the Advertising Council, Inc. These totalled an amazing 1,034,115,000 home impressions on TV and 101,183,000 radio home impressions, on network programs alone. The industry can well be proud of this public service effort.

RD NORTHERN STYLE

Rural Development Programs are gaining more and more attention from rural leaders in foreign countries. Douglass F. Harkness, Canadian Minister of Agriculture recently hinted that a Rural Development program similar to our U. S. program will be a major part of Canada's long term agricultural policy.

WATERSHED CONGRESS MEETS

The seventh National Watershed Congress met here this past week--and the highlight of the meeting was the issuing of the Water Conservation Stamp. In a special ceremony, the "Water Conservation" special stamp album was presented to Acting Secretary of Agriculture, True D. Morse by Postmaster General Arthur Summerfield. After receiving the presentation, Secretary Morse said that next to the air we breathe, water is our most important physical resource for survival. The Secretary also stated that this Water Conservation stamp helps to focus the spotlight on the great need for conservation and wise use of the nation's water resources for the benefit of all people.

'SNO KIDDING--SNOW RUNOFF TO BE LOW

Detailed snow runoff forecasts for the Western states on the basis of April 1 cooperative snow measurements, indicate that the supply for the 1960 summer water-using season will be on the short side in most parts. USDA's Soil Conservation Service has worked up a four-page report--estimating reservoir storage to be four per cent below normal--with generally less than average inflow expected this summer. If you'd like a copy of this report, just write us, or Water Supply Forecasting Section, SCS, 209 S. W. 5th Avenue, Portland 4, Oregon.

SILVER HAired REA

With less than three weeks before the Rural Electrification Administration's Silver Anniversary, we are enclosing a copy of their leaflet giving some interesting background information. The REA folks report a good demand for their new film THE REA STORY to be used during the week of May 9. Maybe you can tie in locally with some of their features.

UNRESTRICTED 1961 MAINLAND SUGAR ACREAGE

The USDA announced last week that no acreage restrictions will be placed on marketings from the 1961 crop in the Mainland Cane Sugar Area (Louisiana and Florida). Marketing restrictions are not effective for the 1960 crop of Mainland Sugar cane, and those originally announced for the 1959 crop were lifted in March 1959. Industry spokesmen unanimously recommended unrestricted farm marketings from the 1961 crop.

WOW OFF TO EUROPE THIS FALL

The 12th annual Farm Study Tour will take off for Europe Sept 12 hosted by Arnold Peterson, WOW, Omaha, with additional tours planned for the Holy Land and Russia.

Arnold just received the FFA Honorary State Farmer Degree, the highest degree and greatest honor that FFA gives within a state. Congrats, Arnold.

CITRUS GROWERS "CLAM" UP

Major Mediterranean citrus-producing countries have bonded together in CLAM -- a permanent liaison committee on Mediterranean citrus culture, which was formed back in 1950. CLAM stands for Comite Permanent de Liaison de l'Agrumiculture Mediterranee, and its job is to coordinate information and efforts of member countries in production, marketing, processing, and advertising of citrus.

4-H'ers INVADE D. C.

About 200 top ranking 4-H'ers from 49 states and Puerto Rico are in town this week to attend the 30th National 4-H Conference. The youngsters were selected for their exceptional achievements in leadership, citizenship, and community service, and for completing various farming, homemaking and community-benefiting projects. Theme of the Conference is "Getting Set For The Sixties". Friday has been designated as "Friends of 4-H" day. Under Secretary True D. Morse will present special certificates to people in business and industry who have made notable contributions to 4-H Club work. Ten Canadian 4-H'ers will also attend in an exchange program that will send 8 U. S. 4-H'ers to Toronto and Ottawa in November.

ANOTHER COTTON PICKIN' INCREASE

It looks like the world's cotton crop for 1959-60, now estimated at 47.5 million bales, will set a new record for the second year in a row. This is a rise of 7 per cent over the record crop of 1958-59. The increase is being met by rising consumption--which may even exceed production this season. The largest increases abroad have been made in the Soviet Union and Mainland China. 1959 harvested acreage in the U. S. as of December 1, was up an estimated 29 per cent over 1958's 82-year low of 11.8 million acres. The U. S. crop of 14.5 million bales in 1959 is 3 million larger than in 1958.

PEANUTS--PLENTY

USDA has increased the acreage allotment for the 1960 crop of Valencia type peanuts. USDA has the authority to increase allotments for types of peanuts that are in short supply. States producing Valencia type peanuts are Alabama, Florida, Georgia, New Mexico, South Carolina, Tennessee, and Texas. This acreage increase raises the national total for all types of peanuts to 1,611,761 acres. Brother, that's a lot of peanuts!!!

MILK PRICES BELOW MARCH LEVEL

Fluid milk prices throughout the U. S. this month declined sharply from early March at both producer and consumer levels. Prices paid by dealers for fluid milk in 160 U. S. markets averaged \$5.38 per hundredweight in early April. This figure is off nine cents from last month--but 17 cents above April 1959. The decline this month ranged from one cent in the South Atlantic to 65 cents in the New England states. Milk delivered in homes in 25 major cities showed a drop of 0.3 cent per quart from last months prices.

QUARTER CENTURY MILESTONE

Whether it dates us or not a lot of us have to admit we remember April 17, 1935, the date of the beginning of Soil Conservation Service. A lot of water hasn't gone over the dam in the past 25 years because of the careful and complete planning of SCS technicians in cooperation with farmers and ranchers under the Soil Conservation Districts program. May the next quarter century be as stimulating and productive.

OF MIKES AND MEN

CHIEF BEATY is back in his old stompin' grounds this weekend attending the AAACE meeting in Ardmore, Oklahoma, today and the rest of the weekend with members of NATFRD West-South Central Region at a meeting in Hot Springs, Ark. EARL SARGENT KWFT, Wichita Falls, Texas, National V. P., outlined a good program in his advance letter with emphasis on editorials and commercials on how to sell farm radio and TV. EDITH SWING and I expect to sit in on the joint AAACE-NATFRD meeting of the Northeast region where FRANK ATWOOD, WTIC-Hartford and HUGH FERGUSON, WCAU, Philadelphia, have lined up a tour of the famous DuPont Longwood Gardens besides having CONWAY ROBINSON, WBAL, Baltimore, lead a discussion on "Farm Broadcasting in the Northeast--Where are We Now and What Comes Next".

Just heard that ART EDWARDS, Associate Editor in Columbia, Mo., will be the new Editor of Extension at the University of Maine in Orono.

CHANNEL CHATTER

This week, USDA's TV Service is sending out a TV film, a still TV Farm package, and the Consumer TV Package for May.

(1) The film, Conservation Citizenship Award to Boy Scouts of America, highlights the recent USDA ceremony observing the Boy Scouts' Golden Anniversary. It's black & white, SOF. TIME: 6:00

(2) The TV Farm package, School Lunch Program-Expanding Market For Farm Products, shows how and why Junior's getting a hearty lunch in school. 12 still photos.

(3) Consumer shorts for May are also being mailed this week. They are: C-102 "Plentiful Foods For May"--5 still pix; C-103 "Tips on Cooking Beef"--7 still pix; C-104 "National Home Demonstration Week" (May 1 to 7) 6 still pix; and C-105 "New House Plan Incorporating Energy-saving Kitchen"--3 still pix.

FROM THE NETS THIS WEEK

ABC AMERICAN FARMER: Report from the National 4-H Club Conference and National Home Demonstration Week.

NATIONAL FARM AND HOME HOUR: National 4-H Conference, the 25th Anniversary of the Soil Conservation Service and a report on the National Land Judging Contest from Oklahoma City.

AGRICULTURE USA: National Home Demonstration Week, May 1-7.

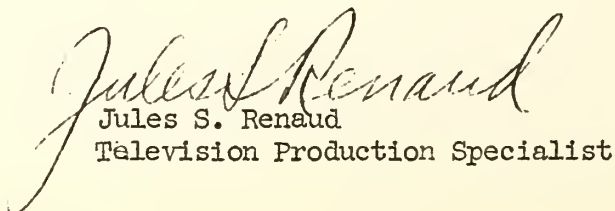
MBS "Claude Mahoney's Farm News": - See local listings

FRESH ONES FROM THE TAPE LIBRARY

"From Beltsville -- We're dropping our guard against hog cholera"--Vince Marcley tells us that hog producers are overlooking the need to vaccinate just when cholera is due to hit the hardest. No. (7Q40) TIME: 1:14

"Wheat--A Farm Problem Of The World"--Clyde Keaton of FAS tells George Loesing about a recent London wheat meeting and gives recommendation for easing the wheat problem. No. (8Q40) TIME: 4:10

Sincerely,

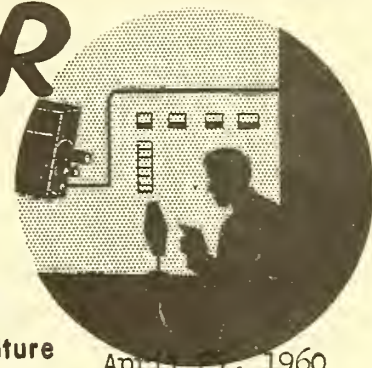

Jules S. Renaud
Television Production Specialist

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RFD LETTER

To
Radio Farm Directors
From
Radio and Television Service



Office of Information - U. S. Department of Agriculture

April 27, 1960
Letter No. 922

Dear Farm Broadcasters:

FARM PROSPECTS BRIGHTEN

The outlook for agriculture in 1960 now appears brighter than it did last fall. This is the latest word from the Agricultural Marketing Service. From the middle of December up to the middle of March prices climbed about 5 per cent on the average. The increase was due to continued good demand, and to higher prices for hogs, cattle, broilers, and eggs. Prices received by farmers the rest of the year may well average the same or even better than during the same period last year. Although farm operating costs have been quite stable the last few months, they are a little higher than they were a year ago.

AMS cautions--this brighter outlook is based on average growing conditions and the main element of the outlook continues to be a heavy supply situation overall, with burdensome surpluses in a few crops such as wheat and feed grains.

The report on Agricultural Prices issued late today showed that farm prices averaged about one per cent higher from mid-March to mid-April. Mostly responsible were higher prices for eggs, potatoes, hogs, corn, and cotton which more than offset lower prices for some other products. At the same time, the average of prices paid by farmers reached a record high.

BELTSVILLE SCIENTISTS "POW-WOW" ON AGRICULTURAL CHEMICALS

This week at Beltsville, USDA scientists assembled considerable opinion on agricultural chemicals, and what we can do to make them serve us better. In general, the scientists agreed that the big need is to know more about the chemicals and their effect on plants and animals...plus well-coordinated research between science groups. For instance, biologists and engineers should work closely together to determine the very best placement in the soil of certain chemicals to control pests. The livestock scientists predicted that future research may eliminate the need for many of the chemicals now in use. This would be achieved by breeding animals that resist diseases and possess other characteristics now achieved with chemicals.

At the same time, the scientists agreed that modern pesticides have been and are being used on animals and plants with complete safety--safety to both livestock and to foods products, when users follow instructions on the label.

A SEA OF GRASS

Our Conservation Reserve people figure that over 4 million acres of new grass will be established this year under the Conservation Reserve. The States leading with this new grass acreage are South Dakota, North Dakota, Kansas, Texas, and Oklahoma. This brings total grass acreage under the program to nearly 26 million acres. Grass cover is the most popular practice under the Conservation Reserve. Next is

AT PHILADELPHIA--NATFRD

The northeastern NATFRD group (along with the northeastern regional AAACE) held their meetings (some jointly) in Philadelphia this past weekend. Jules Renaud report that the NATFRD crowd was small but vocal. Chairman Frank Atwood (WTIC, Hartford) reported the first "100% return" survey of farm listeners. One of Frank's sponsors a cooperative, stamps on the back of each farmer's milk check, right under the endorsement space, the following: "I listen to Frank Atwood at _____ AM every morning." Amos Kirby, formerly RFD at WCAU, Philadelphia, lead a tour of the Longwood Gardens near Wilmington, Del, and Hugh Ferguson, Amos's successor, handled arrangements for the get-together in cooperation with the NE AAACE group. George Atkins, Glen Warlow, John Clark, and Doug Robinson from the CBC and other Canadian TV station told of their current radio and TV programs, and about expanding film operations.

AT PHILADELPHIA--NE AAACE

According to Edith Swing, the Northeastern Regional AAACE considered the "Widening Chasm Between Farmers and Consumers" and what agricultural editors can do about it. A panel representing consumers, grocers, processors, and farmers pointed up some areas of misunderstanding. The consumer felt she was being cheated; the grocer felt unfairly blamed; and the farmer suggested that consumers had forgotten the vagaries of nature and were expecting too much.

As a natural bridge between these varying viewpoints, the editors acknowledged that their work is cut out for them.. One suggestion was a shift of attention from production to more attention on marketing problems and public relations for the farmer.

YOU'RE DOIN' FINE, OKLAHOMA

We could still be under the influence of bursting springtime in our native southwest, but it seems last week's regional meeting of AAACE in Ardmore, Okla., was about the best we can remember. Attendance ran to about 35.

It was a well-balanced program with explanations of late visual equipment, writing and publishing techniques, and a panel of three farm adults who apparently had been asked to be critical and were. None of the panel could recall any useful information from a mass medium other than some "success stories" about farmers who pay for all their activities with profits from the farm...without "oil" or other outside money. It was pointed out, however, that they all lived on the wrong side of the mountains from the two farm broadcasters from Oklahoma City--Jim Hedrick (KWTW) and Nelson Robinson (WKY & WKY-TV) who were present and had many compliments for OSU's services to farm broadcasters.

Dr. Charles Allen, new head of the journalism Dept. of OSU, demonstrated his new invention called a "dynascope" which measures, logs, and identifies television viewers. The unit takes still photos of the TV room every 15 seconds day and night. It still is to be tried on a large scale, but it appears to have promise of giving more definition to TV audiences.

The group voted to meet in Arkansas next year.

AGRI-TAPE -- OUR WEEKLY TAPE SERVICE

Four years ago this summer we launched AGRI-TAPE our weekly tape service. It comes on a 600 ft. reel of tape, and includes usually five short features... designed to fit into your program. The features are news-based and can be considered as "remotes" from Washington. The service is free. If you could use this help in covering the farm scene with the national look, let us know. We'd be happy to send you an audition copy.

REFLECTIONS WHILE AT HOT SPRINGS

If anyone indulges himself in pessimism about the status of farm broadcasting, he should attend a regional meeting of the Nat'l Ass'n of TV and Radio Farm Directors such as the one last Saturday at Hot Springs, Ark. Actually it was a joint meeting of two regions, the east south central and the west south central. Counting a small covey of wives and kids, about 55 were on hand.

The two regional chairmen, Earl Sargent (KWFT, Wichita Falls) and John McDonald (WSM, Nashville) were in charge, with Earl doing most of the presiding over a program arranged largely by Marvin Vines, (KTHS, Little Rock).

The group examined sample editorials on radio and TV and heard that these were a fine idea if carefully done. Gene Dennis of Potts-Woodbury agency, Kansas City, felt they should not be done on sponsor's paid time.

Programming adjustments in some stations in favor of popular music programs with higher ratings resulting in cancelled or curtailed service programs are creating what Mr. Dennis called "...a serious void in farm broadcasting which will hurt you." He said we need a device to measure "attentiveness".

KTHS manager Fred Watkins had some "criticism of NATRFD". Several years ago, he said, when he first began attending the regional and national meetings words like "code of ethics", "coccidiosis", and "broadcasting techniques" stood out in the discussions. Now, said Watkins, he hears words like "pitch", "sales", and "commercials". "Your greatest pitch is your vitality", he told the group.

George Roesner (KPRC, Houston) nat'l VP of NATRFD, reported people keep asking him "What has happened to radio?"

SILVER BELLS FOR SCS

Twenty-five years ago this week, a new force in protecting our soil and water resources made its bow. It was the Soil Conservation Service, created by Congress without a dissenting vote. In the years since, the words "soil conservation" has become a household term.

But more important--we Americans have done more to conserve our soil and water since that time than we had in all the years back to Colonial times.

According to Secretary Benson the major credit for this outstanding progress in conservation belongs to the Nation's farmers and ranchers and to their locally-controlled soil conservation districts.

Don Williams, Administrator of SCS, is also very pleased with this conservation progress. When we asked him to comment, however, he put great stress on the conservation job we still face, and said, "Let's get on with it!"

GIRLS, TAKE A BOW!

This week the Department saluted its gals, the secretaries, as a part of National Secretaries Week. Next week the nation salutes its homemakers during National Home Demonstration Week May 1-7. For the occasion the women have chosen the theme: "Today's Home Builds Tomorrow's World". The purpose--to learn better ways of managing their homes, and of having healthier, happier families. A salute to the gals is good business anytime, but especially appropriate right now.

OF MIKES AND MEN

Louis H. Wilson, of the National Plant Food Institute, received another award this week...presented by the National Association of County Agriculture Agents. It cited Lou for his "...untiring efforts...valued counsel and advice in the improvement of American agriculture..." Congratulations, Lou!...Charlie Rankin, KRGV, Weslaco, Texas, says he's finding the video tape recorder a real big help. It's mounted in a mobile trailer, just the thing for pickups around the lower Rio Grande Valley...we're looking forward next week to a visit from Bob Miller, WLW...we did have a visit this week from Bob Sharman Ext. Radio Spec. in Alabama. He contacted several extension radio-TV setups on the way north, and catches others enroute home ...Rex Messersmith, WNAX, Yankton, S. D. says the 1960 National Soil Conservation Field Days and Plowing Matches will be held near Sioux Falls next September 21, 22, and 23.

U. S. AGRICULTURE ON POLISH TV

Our Embassy in Warsaw reports consistent use on TV in Poland of films on U. S. agriculture, provided by the U. S. Information Service. According to the Embassy, they interest the Poles because of the emphasis on our farm mechanization, the look at farm research, and the many examples of the way we apply research on our farms.

FEATURES ON THE NETS THIS WEEK

- ABC - "American Farmer" -- Fred Lege of FAS tells the story of U. S. dairy breeds boosting dairy profits in Italy.
- NBC - "National Farm and Home Hour" -- An REA spectacular, with several short features on 25 years of REA.
- MBS - "Claude Mahoney's Farm News" -- daily, see local listings.
- "Agriculture USA" (tape) - Beltsville scientists give views on how we can make agricultural chemicals serve us better, and more safely.

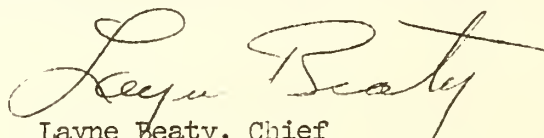
LIBRARY STORIES READY FOR YOUR TAPE

- "Farm Outlook Brighter" -- Dr. Fred Waugh, AMS, explains recent improvement.
(No. 9Q40) TIME: 2:30
- "What A Fan Can Do On Your Farm" -- Dan Teare, of REA, shows how mechanical drying of all crops helps farmers. (No. 10Q40) TIME: 2:44
- "How Can We Make Agricultural Chemicals Serve Us Better" -- Vince Marcley of ARS, introduces comments by four ARS scientists.(No. 11Q40) TIME: 4:02

OUR GHOST WRITERS ARE BLITHE SPIRITS

Since "Colonel" Herndon retired a few weeks back, we've been getting a variety of new blood into the preparation of this letter. George Loesing helped one week, Jules Renaud hammered it out two weeks in a row, and this week it's the product of some fancy footwork by Jack Towers. Next week, Edith Swing will get her oar in, and if the copy runs heavily to consumer-slanted material, there'll be a reason. After that, I may roll up my sleeves and split a few infinitives myself.

Sincerely,


Layne Beaty, Chief
Radio and Television Service